



THE CITY OF SAN DIEGO

## Planning Department

**FOR IMMEDIATE RELEASE**

October 23, 2002

**CONTACT:** Lawrence McGuire

(619) 236-7167

### **City Council Adopts Strategic Framework Element**

*Decision marks a shift in how the City will address future growth*

SAN DIEGO – On October 22 the San Diego City Council decided to undertake a new direction in guiding the City’s future by approving a comprehensive plan to enhance our older neighborhoods and improve quality of life for San Diegans. In a 6-3 vote, the City’s Strategic Framework Element and accompanying Five-Year Action Plan were adopted as an update to the City's 20-year General Plan.

“Adoption of the Strategic Framework Element and Action Plan by the Council is a milestone for our city,” said Planning Department Director Gail Goldberg. “The Element provides a framework to address growth and many of the issues San Diegans care about by enhancing our existing neighborhoods. The Action Plan will implement these goals and help identify other steps necessary to carry this fundamental shift in thinking forward. Much work lies ahead as we prepare to select pilot village demonstration projects, determine how to address our existing facilities shortfall and ultimately implement the program through community plan updates.”

Included in the Element is the City of Villages, a citizen-developed strategy to address growth and improve existing communities by combining housing, commercial, employment centers, schools and civic uses together in areas where a high level of activity already exists. Connecting villages with an improved transit system, such as MTDB’s proposed Transit First initiative would help villages reach their full potential.

City officials will now move ahead with plans to solicit and accept applications from interested communities who want to be considered for a pilot village demonstration project. Each pilot will provide a working example of how the City of Villages strategy can be realized throughout San Diego. Up to three pilot projects will be built.

An extensive public involvement process began in 1999 that has included a 40-person citizens committee and involved thousands of San Diegans in over 200 public forums, workshops, and local planning group meetings. Citizens became involved early on and identified their concerns, such as traffic congestion, urban sprawl, a shortfall in public facilities and infrastructure, environmental degradation, and housing affordability. The feedback received from residents, agencies, organizations, businesses, developers, the arts community, environmental groups, the financial community and others helped identify the City of Villages as the preferred alternative to be included within the Strategic Framework Element.

For more information about the Strategic Framework Element and Action Plan, please call the General Plan Hotline at (619) 235-5226 or go online at [www.sandiego.gov](http://www.sandiego.gov). Click “Services” and choose “City of Villages Planning Strategy.”